

*Craft the message and change the image . . .
a municipal transformation in the making!*



The City
Of Lynwood
Is Seeking A
Marketing
Manager

THE COMMUNITY

Located in the southern portion of Los Angeles County near the Orange County border, the City of Lynwood is home to more than 72,000 residents. Lynwood was incorporated in 1921 as a growing residential community that had strong agricultural roots. Today, the 4.9 square mile bedroom community of 15,000 households is a community in transition. The City Council has embraced an exciting agenda for change that will result in an improved quality of life and abundant community pride laying the foundation for a vibrant and healthy future. The City Manager is seeking progressive and talented candidates who can lead the organization toward realizing this vision.



Consistent with Southern California trends, Lynwood is rich in diversity. The population is 82 percent Hispanic/Latino, 13.5 percent Black/African American, and 3 percent White/non-Hispanic. The median age is 24.4 and the average household size is 4.7.

Located within the City, St. Francis Medical Center provides hospital, emergency and routine medical services. Transportation centers include the Los Angeles International and Long Beach Airports. Lynwood's location allows for easy commuting access via Interstates 105 and 710. The City is within close proximity to Southern California's most famous attractions and entertainment venues. Several academic institutions including

the University of Southern California and the University of California – Los Angeles, among many other highly regarded institutions, are within a short distance of the City.

HELP TELL CALIFORNIA'S NEXT TURNAROUND STORY

In order to transform Lynwood into a vibrant and desirable community, the City Manager is seeking strong visionary leaders to help guide the most aggressive revitalization effort ever in Southern California. If you are interested in supplementing your portfolio with a major success story and taking on a leadership role in redefining the image of an entire community, Lynwood presents the perfect career opportunity. As Lynwood's first Marketing Manager, this professional will have an incomparable opportunity to serve as the key player in altering the perception of a community on the rise.

Consistent with the City Council's commitment to creating a stronger future for the community, the Council unanimously appointed Enrique Martinez to be Lynwood's new City Manager in March 2005. An experienced city manager, Mr. Martinez most recently served as Assistant City Manager for the City of Pasadena. Previously, he served as City Manager in the cities of Colton and Bell Gardens, CA, Palm Beach Gardens, FL as well as Deputy City Manager in San José, CA.

The City's first Marketing Manager will be another new addition to an evolving Management Team of exceptional talent. Since Mr. Martinez was appointed, he has recruited a new Assistant City Manager/Director of Finance. Marianna Marysheva was formerly the Budget Director in Oakland before starting her new role in Lynwood. Sandra Rocha from the City of Pomona joined the City in December as the new Human Resources Director. These new leaders were selected not only for their impressive technical expertise, but also for their contagious energy, results oriented style and sincere desire to realize significant change for the betterment of an organization and a community.

The bar has been raised.

The team is being assembled.

The transformation begins.

*The only thing we're missing
is someone to tell the story!*

CITY GOVERNMENT



The City of Lynwood is a general law city pursuant to California law and operates under the council-manager form of government. Five City Council Members are elected at large to four-year, staggered terms. The Mayor and Mayor Pro Tem are selected by their peers for one-year terms. There are no term limits in Lynwood. Other elected officials include the City Clerk and City Treasurer.

Common to Los Angeles County, Lynwood is a "contract city." While most of the municipal operations and services are encompassed within city government, Lynwood contracts with the County for public safety services through the Los Angeles County Sheriff and Fire Departments. The County also operates the popular Lynwood Library located within the Civic Center. In addition, City Attorney services are provided contractually by a private firm specializing in local government.

City Departments include Development Services, Environmental Services, Finance & Administration, Human Resources, Recreation & Community Services and Redevelopment. Lynwood operates on an annual budget of \$42 million with the help of 170 full-time employees.

For additional information on the City of Lynwood, visit the City's website at www.lynwood.ca.us.

THE POSITION

The City Manager's vision for this position can best be described as a corporate communications and marketing professional as opposed to a traditional public information officer. Lynwood's first Marketing Manager will have substantial influence over all municipal external and internal communications and be charged with redefining the City's image amongst a wide variety of audiences. The candidate selected will have the rare opportunity to establish the position consistent with his/her knowledge, expertise and interests.

The wide ranging scope of responsibilities includes generating newsletters, annual reports and other collateral material; developing targeted marketing materials; conducting proactive and responsive media relations; and activating community outreach efforts. In addition, a small portion of the job entails editing and packaging grant submissions.



Suggested Priorities

During the early stages of his/her tenure, the Marketing Manager will address the following priorities:

- Brand the City in accordance with the City Council's vision and priorities
- Develop a comprehensive marketing plan
- Evaluate current marketing strategies and identify opportunities for improvement
- Design marketing standards and protocols to ensure citywide consistency
- Enhance internal and external communications
- Assess potential for regional tourism and act on such potential
- Build on or establish relationships with the media

In short, the Marketing Manager will be expected to willingly embrace responsibility for raising the external image of the City and lifting the internal spirit of the organization.

THE IDEAL CANDIDATE

Lynwood's first Marketing Manager will be a communications professional who is seeking a chance to initiate and realize significant change through the implementation of various strategies of his/her own design. He/she will offer the following in qualifications:

Experience – Highly qualified candidates will have early to mid-career level experience in the public and/or private sector(s). A history of changing opinions and influencing perceptions will strengthen one's candidacy. Demonstrated success in dealing effectively with the media and attracting helpful media attention will be important factors in the screening criteria. Ideal candidates will be equally as comfortable taking a hands-on approach to doing the work as overseeing contractual relationships to help carry out marketing objectives.

Education - A Bachelor's degree in journalism, communications or closely related field is required. Involvement in relevant professional associations will also be considered favorably.

Professional Characteristics

Along with the previously mentioned qualifications and attributes, the professional characteristics the City Manager is seeking in a Marketing Manager include:

- Superior written and verbal communication skills
- Engaging, articulate and diplomatic communicator
- Exceptional interpersonal qualities



- Highly creative and resourceful
- Effective manager of change
- Enthusiastic and persuasive demeanor
- Keen eye for detail
- Efficient project manager
- Sophisticated understanding of the media
- Comfortable working independently
- Exhibits genuine passion for professional communications and community relations
- Well developed understanding of local government dynamics



The new Manager will have the unique opportunity to define the role of the position in accordance with his/her skills, interests and expertise, and build the marketing function from the ground up. He/she must be secure working in an environment that is not bound by structure and where priorities can frequently fluctuate.

COMPENSATION & BENEFITS

The salary for the Marketing Manager goes up to \$80,880. Starting salary will be dependent on experience and qualifications. In addition to salary, Lynwood offers a generous benefits package which includes:

CalPERS – The City offers a 3% at 60 formula, which is fully paid by the City.

Deferred Compensation – The City offers the CalPERS 457 plan.

Medical Insurance – Employees are covered 100% by the City for the selected health plan through the CalPERS system. Dependents may also be covered with the City contributing up to the family coverage rate of the Kaiser HMO plan toward any medical plan selected by the employee.

Dental/Vision Insurance – Covered at 100% by the City for employees and their dependents.

Life Insurance – Life, AD&D covered at 100% by the City.

Long Term Disability Insurance – This coverage is offered through CalPERS at the employees' cost.

Vacation – Accrued at the rate of two weeks each year with increases based on years of service.

Other Leave – Holidays: 70 hours annually. Executive Leave: 90 hours annually.

Auto Allowance – \$300 per month.

APPLICATION PROCESS & RECRUITMENT SCHEDULE

The filing deadline for this recruitment is **Friday, February 3, 2006**. To be considered for this rare opportunity, please submit a cover letter, resume, list of six professional references, plus current salary information. For additional information regarding this opportunity, contact:



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Following the final filing deadline, candidates with the most relevant qualifications will be granted screening interviews before mid-February. Those individuals determined to be best suited for the position will then be interviewed by the City later that month. An appointment is anticipated shortly thereafter, upon the completion of thorough reference and background checks.